

REPORT FROM THE CEO

A weekly report
from the office
of the CEO

March 20, 1995



I was pleased to see the thousands of people who turned out for our super event on St. Patrick's Day to celebrate the coming of the Green Line.

For the last several years, the feeling has been that the fall-off of the aerospace industry would drastically decrease ridership on the Green Line. While that might still happen, you would have never known it by the tremendous enthusiasm shown by the crowd and the communities on the Line. We estimated about 5,000 people at our first event.

The Green Line is 94 percent complete and is expected to open mid-summer. Until that time, the MTA and cities along the route have planned other major events — one in April to coincide with Earth Day and the other in May — featuring free rides and entertainment. We'll be naming the rail cars on April 10. By the way, the slogan for the Green Line, *The World Just Got a Little Greener*, was coined by none other than our own Keith Navran, a transportation operations assistant. Kudos to him and all who made Friday's event happen.

Community Service Restitution Program Opens

A restitution program for juvenile vandalism offenders has been launched on MTA property. Called MTA MARS (Mediation and Restitution Services), the program offers the courts the option of referring juvenile offenders to MTA property sites to perform graffiti removal.

The program's objective is to provide a safe and structured program for offenders to work off their court-ordered hours. Additional MTA off-site locations will be added throughout the county as the program expands. A mediation counseling segment will be added to reduce the possibility of repeat offenders.

The program is provided through a contract with the Centinela Valley Juvenile Division Project. MTA project manager for the program is Bill Gay. He can be reached at ext. 2-5835, or through the MARS program office at ext. 2-5720.

Speakers' Bureau has Full Agenda

Our newly-launched Speakers' Bureau is in full swing this spring. Just for your information, I've spoken with a number of community groups on transit-related topics, including the long-range plan. On Mar. 3, I took part in a YWCA symposium on racism in our community; on Mar. 7, I spoke about the agency's vision to the South Bay Association of Chambers. On March 16, Judy Wilson, executive officer for planning and programming, talked about the 20-Year Plan with the Valley Leadership Institute; on March 23, Judy Wilson will address the South Bay Cities Association; and on March 30, I'll be the featured speaker at a Los Angeles Current Affairs Forum.

Response to Letter

I received a very interesting letter the other day from two members of my CEO Advisory Group. They had several concerns which I thought I would address here. "One member of our department," they wrote, "made the following observation: The *CEO Report* seems to primarily focus on the needs of non-contract employees and their issues. What about the concerns of contract employees?" You may not agree with it, but here's how I feel. My report is aimed at everyone. The *CEO Report* was born out of the merger, which had its greatest

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We welcome
James Brainerd
to the position of
MTA chief
information
officer.

impact on non-contract employees. Rumors about layoffs abounded, and fearing change in the workplace, employees were quick to blame new management. In many cases, they associated only with their old colleagues and became more determined than ever to foist their former organization's policies and philosophies onto the new MTA. Employees, hungry for information, distributed satirical newsletters and organized gripe groups off-site. My report was intended to meet the rumors head-on. That's why we focus on so many non-contract issues. As the merger process continues to wind down, we'll be talking more about agency-wide issues.

If you are a contract employee and want specific issues addressed, please write me. I'll be more than happy to take them up!

The letter also mentioned that a contract employee who attends college at night would like to have tuition reimbursement rates for TCU and UTU employees increased to a level commensurate with non-contract employees. I suggest that employees who agree take this up with their respective unions.

Brown Bag

I look forward to talking with some of you at upcoming "Brown Bags." On Mar. 21, I'll be exchanging ideas with employees at Div. 20-Red Line, and in April, I'll have a chance to meet Human Resources members.

New MIS Chief

We welcome James Brainerd to the position of MTA chief information officer. Jim, who brings more than 25 years of experience directing management information systems in California and Michigan, began with us last week.

He came to us from San Diego Data Processing Corporation, where, he was director of consulting services. San Diego Data Processing Corporation provides consulting, communications and data processing services to the city of San Diego, as well as to several regional organizations' authorities. He also held executive positions with the Metropolitan Water District, Electronic Data Systems, Oldsmobile Division of General Motors and several universities.

Jim reports to Judith Pierce, and his office is located on the 3rd floor of the 818 Building.

North Hollywood Tunneling Halted

You may have heard about soil settlement in North

Hollywood. Tunneling was halted last Thursday when a loss of soil at the tunnel face resulted in settlement of about five inches at the intersection of Lankershim Blvd. and Weddington St. The tunneling contractor, Obayashi, may have to change their mining equipment and techniques before they resume operations. We require the contract to conduct mining without loss of ground at the tunnel face. We've directed that they work with some of the nation's top mining experts to develop safe effective techniques for tunneling in this type of soil, which is similar to the soil underneath Hollywood Blvd.

Possible Transfer of Seven Lines

Staff is recommending to the Operations and Planning and Programming committees a proposal that seven MTA bus lines be contracted to a Cypress firm later this year. Our new contract with the United Transportation Union allows the MTA to contract out or transfer a total of 13 MTA bus lines (seven during the first two years) to other operators during the three-year contract period.

The potential transfer of the seven high-subsidy lines to low bidder ATE Management and Service Co. of Cypress could save MTA \$16.1 million in operating costs over the three year life of the contract. The transfer, involving Line 125 (Rosecrans Ave.); Line 130 (Artesia Blvd.); Line 205 (Willowbrook-Harbor City-San Pedro); Lines 225/226 (Aviation Blvd.-Palos Verdes Peninsula); Line 232 (Long Beach-LAX); Line 266 (Lakewood Blvd.-Rosemead Blvd.); and Line 270 (Monrovia-El Monte-Cerritos).

Wellness Information

Just a reminder that we're holding a Blood Drive on March 29 at the 425 Bldg. And we've contracted with an outside firm to conduct mammograms at both the 818 and 425 Buildings on April 19.

- Franklin White

I welcome your comments and questions in response to CEO Report, which is designed to provide employees with direct communication with my office. Please contact either of my Special Assistants, Michael Gonzalez at 244-7476, or Phyllis Tucker at 244-6191. Also, employees can fax comments to 244-6014.

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